Friden

FULLY-AUTOMATIC CALCULATOR

WITH NEW TIME-SAVING FEATURES

THE THINKING MACHINE OF AMERICAN BUSINESS

NEW FEATURES

to make your figuring

SIMPLER...FASTER!

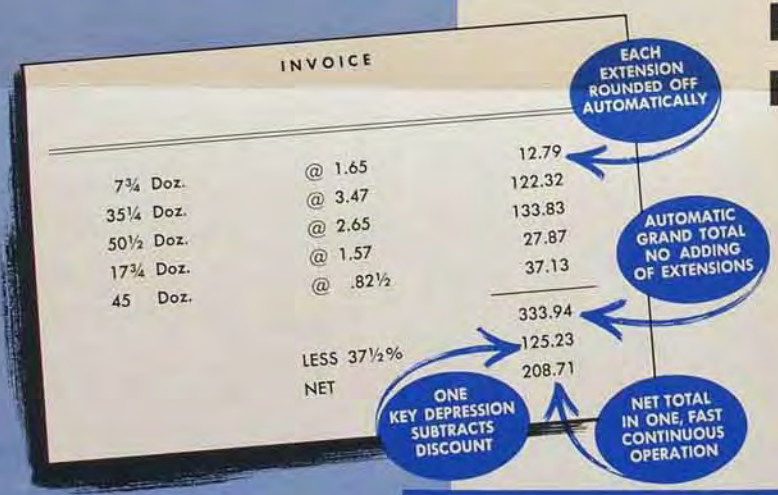
Fully Automatic Performance Cuts Figuring Costs!!

AUTOMATIC ACCUMULATION
OF INDIVIDUAL EXTENSIONS

One of the greatest time-saving features that could be built into a calculating machine is the ability to accumulate *automatically* a grand total of individual extensions. With the Friden fully-automatic Calculator a touch of a single key stores each extension in the accumulating dials, saving countless operations and chances for operating errors. Even if an extension is copied incorrectly by the operator, the Friden unerringly gives the *correct* total. Discounts and deductions are computed and *automatically* subtracted from the grand total. Thus in one swift handling of the figures, the Friden produces the net total with no adding of extensions, and no extra operation for subtracting discounts or deductions.

AUTOMATIC SELECTIVE
HALF-CENT ADJUSTMENT

When an extension involves a half-cent or more, such as $56.755 or $37.287, the operator ordinarily must round off the amount to the nearest full cent. This means an extra operation, another chance for error. There may be hundreds of such extra operations every day. And the operator must *always* remember to *look* at the amount in the dials to see whether it *requires* rounding off! The Friden rounds off each extension automatically! Another operator decision eliminated—time and errors saved!



HOW THESE TIME-SAVING FEATURES WORK for you...

Count the number of operations necessary to figure the illustrated invoice by your present method. Then see what the Friden fully-automatic Calculator saves you. Don't forget that the same savings are possible on your payroll and inventory work. And on *every* figuring job in *any* business the Friden will *do more automatically*—in less time, at lower cost. *It eliminates the need for countless operator decisions.* Your local Friden man will gladly demonstrate why this is so, without obligation to you. Call him today!

ALSO CUTS TIME AND COSTS ON SUCH JOBS AS PAYROLL · INVENTORY · INTEREST FIGURING PERCENTAGES · ENGINEERING AND PRODUCTION PROBLEMS

With ALL THE OTHER FEATURES THAT HAVE DISTINGUISHED **FRIDEN** AS THE THINKING MACHINE OF AMERICAN BUSINESS...

EXCLUSIVE FULLY-AUTOMATIC MULTIPLICATION

Set both factors...touch one key. The rest is automatic. Dials clear, multiplication starts, carriage shifts, keyboard clears, the proved answer appears in the dials, decimally correct. The operator copies the previous answer from the dials while the next multiplication is being performed...no lost motion, no waste time. One touch of ACCUMULATE MULTIPLY key automatically mutiplies and *adds* product to previous total. One touch of NEGATIVE MULTIPLY key automatically multiplies and *subtracts* product from previous total.

EXCLUSIVE MAGIC DIVISION

Friden Exclusive Magic Division is completely automatic. Set the dividend on the keyboard and touch the ENTER DIVIDEND key. Set the divisor on the keyboard and touch the Divide keys. The rest is entirely automatic. Dials clear, carriage moves to dividing position, division starts, the quotient appears in the dials correctly pointed off and the divisor clears from the keyboard. This fully automatic MAGIC DIVISION reduces opportunity for errors, saves time, effort.

SELECTIVE TABULATOR KEYS with Automatic Decimal Point

Selective Tabulator keys permit the operator to select the number of decimal places wanted in the quotient. The Friden then automatically points off the answer correctly. Another operating "decision" performed automatically, a chance for error eliminated!

SPLIT-DIAL CLEARANCE and Dial Accumulator Locks

For checking operations where individual extensions are not necessary, the dial split and automatic half-cent adjustment enable accumulation to exact adjusted totals. The dial locks permit accumulation of multipliers, quotients, etc., for automatic proof.

SCIENTIFIC KEYBOARD DESIGN

The Friden keyboard is designed for maximum operating ease and accuracy. Keys are shaped and spaced to reduce the chance of fumbling, while providing adequate visibility and finger-tip comfort. Soft, harmonizing colors and absence of glare promote effortless operation.

EXCLUSIVE KEYBOARD LOCK and Individual Column Locks

When an amount has been set on the keyboard, a touch of the Positive Keyboard Lock prevents the accidental depression or release of any key. The same purpose is accomplished for any individual column by use of the Individual Column Locks, which also serve as separate column release keys. Repeating factors may be locked on the keyboard, saving countless re-setting operations and chances for error.

Fully Automatic Performance Cuts Figuring Costs!!

THERE'S A Friden TO MEET THE FIGURING NEEDS OF EVERY BUSINESS

MODEL STW

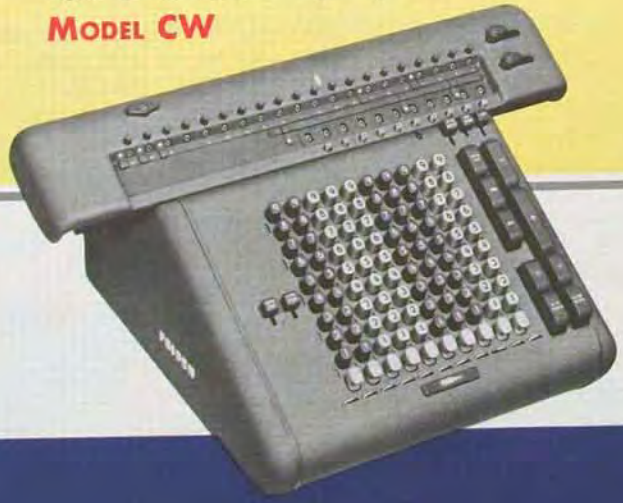
Exclusive features enable the Friden Fully-Automatic Calculator to perform more steps in figure-work *without operator decisions* than any other calculating machine ever developed. Available in either eight- or ten-column capacity.

MODEL SW

Outstanding in the field of low-priced calculating machines. The Friden Model SW offers unsurpassed simplicity in automatic multiplication and division. Available in eight- or ten-column capacity.

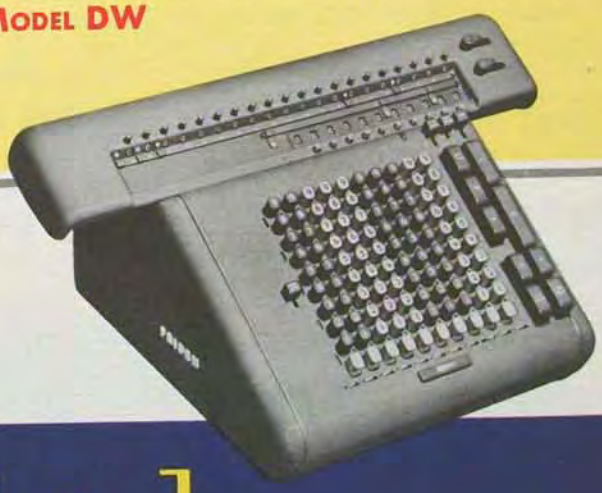
Equipped with exclusive Magic Division, with automatic decimal point, and many other features. Rapid positive and negative multiplication performed by means of plus and minus bars. Available in either eight- or ten-column capacity.

MODEL CW



Many exclusive features distinguish this low-priced Friden. Exclusive automatic division with automatic carriage tabulation, semi-automatic multiplication. Available in either eight- or ten-column capacity.

MODEL DW



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SALES AND SERVICE THROUGHOUT THE WORLD

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